

U.S. Small Business Administration



Honoring New Mexico's  
Small Businesses & Veterans

**2010 New Mexico  
Small Business Week  
Awards Celebration Luncheon  
&  
Veterans' Small Business  
Conference**

**THURSDAY, JUNE 3, 2010**

**Hotel Albuquerque at Old Town  
800 Rio Grande Blvd. NW  
Albuquerque, NM 87104**

Registration and Workshops  
(8 -11:15 a.m.)  
Luncheon  
(11:30 a.m.—1:30 p.m.)  
(Lunch Registration: 11:00 – 11:30 a.m.)  
Expo  
1:45 p.m. — 5:00 p.m.

The U. S. Small Business Administration (SBA)  
New Mexico District Office, the New Mexico Small  
Business Development Center Network and the  
New Mexico Department of Veterans' Services invite  
you to join in honoring the New Mexico Small  
Business Week Award Winners, as well as avail  
yourself of the training and networking opportunities  
at the:

***New Mexico Small Business Week  
Awards Celebration  
&  
Veterans' Small Business Conference***

*Thursday, June 3, 2010*

*At*

*Hotel Albuquerque at Old Town  
800 Rio Grande Blvd. NW  
Albuquerque, NM 87104*

In recognition of small businesses' contributions to  
the American economy and society, the President of  
the United States designates one week each year as  
National Small Business Week. The National Small  
Business Person of the Year and the National  
Business Champions of the Year are announced at  
this event. The event will be held on May 23-25,  
2010 in Washington, D.C.

This year's New Mexico celebration offers a full day  
of events that include training sessions, an awards  
recognition luncheon and networking opportunities.  
The event will begin with morning workshops on  
various topics targeted to small business owners,  
service disabled and veteran-owned small  
businesses and government agency personnel. A  
Small Business Expo will follow the luncheon  
offering small business owners an opportunity to  
network and to meet one-on-one with lending  
representatives, buyers and contracting officers  
from Federal agencies & Prime Contractors.

**~ Come Join Us! ~**

**~ 2010 AWARD WINNERS ~**

**New Mexico Small Business Person of the Year**  
Tamara Marquez-Nugent, President & CEO  
Moving Solutions, Inc., Albuquerque, NM

**Small Business Exporter of the Year  
New Mexico & Region VI Winner**  
David Ramahi, President & CEO  
Optomec, Inc., Albuquerque, NM

**Veteran Small Business Champion of the Year  
New Mexico, Region VI & National Winner**  
Lloyd Calderon, Director  
Veterans Business Development Center  
NM Department of Veterans' Service, Albuquerque, NM

**Women In Business Champion of the Year  
New Mexico & Regional Winner**  
Sandra L. Cody, President  
Resources for Excellence, Inc., LLC, Albuquerque, NM

**Minority Small Business Champion of the Year**  
Anthony Urquidez, Regional Manager, Roswell  
WESST, Roswell, NM

**SBA Young Entrepreneur of the Year**  
Adam Trubow, President/Qualifying Broker  
TAL Realty, Albuquerque, NM

**Financial Services Champion of the Year**  
Barbara Lopez, IDA Program Manager  
WESST, Albuquerque, NM

**New Mexico Small Business Service Award**  
Megan Kamerick, Senior Reporter  
New Mexico Business Weekly

**SBDC Service Excellence & Innovation Center  
Award**  
J. Roy Miller, State Director  
NM Small business Development Center, Santa Fe, NM

**Women's Business Center of Excellence Award  
New Mexico & National Winner**  
Anthony Urquidez, Regional Manager, Roswell  
WESST, Roswell, NM

**2010 Community/Rural Lender of the Year**  
Bank of the Southwest, Roswell, NM

**New Mexico SBA Loan Volume Leader**  
Western Commerce Bank

**New Mexico SBA Loan Dollar Leader**  
Wells Fargo Bank

**New Mexico 1st Mortgage Lender of the Year**  
First Community Bank

## Conference Registration

*Reservations required for guaranteed seating.  
No shows will be invoiced.  
No Refunds after May 28, 2010.*

### Registration Deadline

Friday, May 24, 2010

**Full Day Conference Fee:** \$35.00 per person  
(Includes Lunch)

Company Name: \_\_\_\_\_

\_\_\_\_\_

Attendee: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Tel. #: \_\_\_\_\_ Fax #: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

### Registration Fee:

\$35.00 X \_\_\_\_\_ Attendee = \$ \_\_\_\_\_

\*Table for 10/Luncheon - \$350.00: \_\_\_\_\_

**Vegetarian Option** ☐

### Credit Card:

**MC** ☐ **VISA** ☐ **American Express** ☐

Credit Card (CC) # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name on CC \_\_\_\_\_

### Make Checks Payable To

Santa Fe Community College/  
Small Business Week

### Mail or Fax Registration Form & Payment To:

Attn: Kim Leibman  
NM Small Business Development Center  
6401 Richards Avenue  
Santa Fe, New Mexico 87508-4487  
(505) 428-1362 / 1-800-281-7232  
Fax (505) 428-1469

Please complete this section for  
each participant.

### ~ WORKSHOPS~

(Attendance at Workshops is **OPTIONAL**)

Limited seating at workshops.

(Please check all that apply.)

I **plan** on attending the morning workshops. ☐  
(If attending workshops, please select below.)

I **do not plan** on attending the morning workshops. ☐

#### **8:30 a.m. — 9:45 a.m.**

(Concurrent Workshops)

Please check which workshops you wish to attend.

- Marketing to Government Agencies ☐
- Doing Business With GSA: ☐
- Networking Effectively ☐

#### **10:00 a.m. — 11:15 a.m.**

(Concurrent Workshops)

- Government Agency Personnel Training ☐
- Financing & International Trade Opportunities ☐
- Facilitating Teaming Arrangement Strategies ☐

#### **11:30 a.m. — 1:30 p.m.**

- **AWARDS LUNCHEON** ☐

#### **1:45 p.m. — 5:00 p.m.**

- **EXPO** ☐

**The SBA, NMSBDC & NMDVS  
would like to thank the following  
organizations for their support of  
this event.**

ACCION NM AZ CO  
Air Force Operational Test & Evaluation Center  
Air Force Research Laboratory/KAFB  
Air Force Nuclear Weapons/KAFB  
377th Air Base Wing/KAFB  
Albuquerque Hispano Chamber of Commerce  
American Indian Chamber of Commerce of NM  
Association of Commerce & Industry  
Capital Certified Development Corporation  
Enchantment Land Certified Development Co.  
Greater Albuquerque Chamber of Commerce  
Los Alamos National Laboratory  
National Association of Women Business  
Owners/Northern New Mexico Chapter  
NEDA Business Consultants, Inc.  
NM Economic Development Department  
NM 8(a) & Minority Business Association  
New Mexico Federal Executive Board  
Northern NM Supplier Alliance  
Quality New Mexico  
Rio Rancho Regional Chamber  
Sandia National Laboratories  
SCORE-Counselors to America's Small Business  
The Loan Fund  
U. S. Army Corps of Engineers  
U. S. Department of Commerce/MBDA  
U. S. Department of Energy/  
National Nuclear Security Administration  
U.S. Depart. of Housing & Urban Development  
U. S. General Services Administration  
WESST  
Women Impacting Public Policy

Cosponsorship Authorization#: 10-0682-44. SBA's participation in this cosponsorship is not an endorsement of the views, opinions, products or services of any cosponsor or other person or entity. All SBA programs, services and cosponsored activities are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. Contact: Sandra Duran Poole, SBA, at (505) 248-8233, sandra.duran-poole@sba.gov or Kim Leibman, NMSBDC, at (505) 428-1362.

## Small Business Week Luncheon Attendees

### Purchase of Table for 10 — LUNCHEON

PLEASE PRINT/LIST NAMES OF INDIVIDUALS ATTENDING  
LUNCHEON WHO WILL BE  
SEATED AT YOUR TABLE (Table for 10)

Name of Table Purchaser:

Attendees:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

## ~ Workshop Descriptions ~

(Attendance at Workshops is **OPTIONAL**) - Limited seating at workshops.

**8:30 a.m. — 9:45 a.m.** (Concurrent Workshops)

**Marketing to Government Agencies:** How to Prepare A Capability Statement; Central Contractor Registration (CCR) - Dynamic Small Business Registration.  
Speakers: Wendy Ederer, Director, Procurement Technical Assistance Program (PTAP); Cyndi Jarvison, Procurement Specialist, American Indian Procurement Technical Assistance Center (PTAC); Shirley F. Bailey, SBA Business Development Specialist

In this fast-paced, interactive training session, the key points of government marketing to local, state and federal agencies will be covered. The workshop provides the necessary steps to successfully market your business to government entities.

**Doing Business With GSA:** A Step-by-Step Guide to Getting Started  
Speaker: Albert Garza, Director, Small Business Utilization, GSA Greater Southwest Region

This course details how a company can become a GSA schedule contractor and is presented in two parts. The first section deals with market research and finding a "niche" that would help a company find business as a GSA contractor. The second section discusses how to submit a solicitation offer and working through the contracting process.

**Networking Effectively:** Presented by NM Department of Veterans' Services, Veteran Enterprise and Training Program (VETPRO). Speaker: Lloyd Calderon, Director, VETPRO

Wonder why you are knocking on doors and no one is answering? What you say and how you say it is just as important as how well you said it and how good you sounded while saying it. This workshop is designed to get you beyond the introduction, the email or the phone call.

**10:00 a.m.— 11:15 a.m.** (Concurrent Workshops)

**Government Agency Personnel Training:** Procurement Through SBA's Small Business Programs. Speakers: Colleen Burns, SBA Procurement Center Representative/Commercial Market Representative, Office of Government Contracting; Irene Farmer, SBA Senior Business Development Specialist

*Office of Government Contracting—Who We Are & What We Do.*  
*The NM District Office 8(a) Program*—This course gives government contracting personnel information on certificate of competency, size determinations, and explains how the PCR/CMR can assist government agency personnel to meet small business goals. Discussions on how to use the 8(a), HubZone and the Service Disabled Veteran programs.

**Financing and International Trade Opportunities:**  
Speakers: Edward Cadena, SBA NM Deputy Director; Dennis Chrisbaum, Regional Manager, Export Solutions Group, SBA Office of International Trade/U. S. Export Assistance Center

*Need a business loan to perform a contract, hire more employees, or buy a building?* Then this workshop is for you! Learn about SBA financing programs facilitated by the American Recovery & Reinvestment Act that you can access to meet your business needs. Learn about requirements and eligibility for these loans and other financing resources available to small businesses.

*Looking at expanding in to the International Trade arena?* Come and learn from the experts regarding SBA Export Financing.

**Facilitating Teaming Arrangement Strategies:** Presented by the NM Department of Veterans' Services, Veteran Enterprise and Training Program (VETPRO).  
Speakers: Lloyd Calderon, Director, VETPRO; Anna Muller, President, NEDA Business Consultants, Inc.

The ABC's of effective teaming and joint ventures. Everything you should know about them. What they are, what they're not and everything in between.